



Dynamic creative optimization (DCO) is a key element of performance-based retargeting. Unfortunately setting up these creatives is costly and complex. Platform161 has created a one-stop solution for dynamic creatives that seamlessly integrate into our bidder.

Dynamic ads show dynamic content based on a person's interest, such as products viewed or added to a shopping cart, usually based on product feed connection. This feed enables live updates to an already published ad. The same ad, in the same place, can run with different messages and product offers tailored to the specific user.

Next-Gen Programmatic Creative

We will offer full control over the layout and brand identity of the creatives, while also offering the service to continuously maintain relevance through the dynamic content. Interactive elements go way beyond the product being shown. Multiple sources can be used to build dynamic content and the client is free to setup rules that facilitate the best possible alternative products in the creative.

Any digital source can be used to build the dynamic creative and we have a broad experience working with different kinds and size of dynamic feeds.

Full control and transparency make this solution unique in its class.



Powerful Technology, Easy to Use

We offer our DCO technology to you to generate better campaign results and performance. By using DCO, creatives will get more relevant and increase performance.



EASY ONE-TIME TAGGING OF YOUR DOMAINS



DATA FEED CONNECTION OR DATA EXPORT



DISPLAY AD CREATION



DEPLOY CAMPAIGN

Contact us to learn more about how our DCO solution can increase your campaign performance today!

